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Allen's

1950 Book of Berries

Salisbury, Md.

PREMIER
Leading Berry for Sure Crops— Big Profits

WILLIAM F. ALLEN
1867-1949

Mr. Allen died on March 21, 1949, at the age of 82. In 1885, at the age of 18, he borrowed $50.00 to buy his first strawberry plants. From that time on, for 64 consecutive years, his major business interest was the growing and selling of good strawberry plants. Long hours of hard work, intelligent planning and honest dealing enabled him to build one of the largest businesses of its kind in the world. We, his three sons, who carry on the business are not alone in thinking of him as the "grand old man" of the strawberry plant industry.

"Pop," as we called him, was not physically able during his last two or three years to take an active part in the work, but his interest never failed and he was always ready with advice and counsel based on his long years of experience. He had started all of us, his three sons, in the business as soon as we finished college. At the time of his death we three, Fulton W., W. Lee and Albert G. Allen each had over thirty years full time work and training in our plant business. Now that he is gone we pledge ourselves to maintain the high standards he set for himself, his family and his business.

The Plant Situation . . . 1950

The supply of plants for 1950 is what might be called uneven. 1949 was not a good growing year. The trouble was the excessively hot weather. We have had weather just as hot before, but never so many days when the temperature was 90° F. and over for so long. This was coupled with very dry weather from late July to mid-August.

Nearly all varieties made a very fine start with lots of new runners, but as experiments have proved, strawberry plant growth stops at about 85°-90° F. Very little growth, leaves or runners, was made in July. Varieties most susceptible to heat and drought even began to die out in the thinner sandy soils. However, the heat lessened and rain came by mid-August. Some varieties like Midland, Fairpeake, Chesapeake and Mastodon are normally not prolific plant makers. These kinds generally made a nice strong root and foliage growth on the plants and runners already formed but did not put out the big set of new plants we usually have in September. Result: beautiful, large, well-rooted plants, but supply definitely under normal. Other varieties like Blakemore, Temple, Sparkle, Fairland, Big Joe, Tennessee Beauty and Robinson, are very free growing. They recovered more quickly and during September made lots of new plants. Result: the supply of such varieties will be good.

Premier is sometimes rated hard to bed—sometimes not. Our stock of this variety is unusually vigorous and they grew almost like Blakemore. Result: a good supply of good Premier.

Catskill, usually the first to show heat and drought effects, recovered amazingly and made a fine lot of late runner plants. Very careful selection of our stock plants has helped here too, as many fields of Catskill are way under par. Our Catskill supply is about normal —good plants!

Plentiful fall rains and cool snappy weather have enabled plants of all varieties to develop good strong crowns and roots. We are confident we can please you and we will certainly appreciate your orders.

Allen's Plants Pay

Allen's Plants will Pay you because:

They rank high in all those things which enable plants to live and grow and produce big crops of fine berries;
They are vigorous and healthy, with strong crowns and well-developed root systems;
They are true-to-name and are grown from selected stock of each variety so that you get good plants of the variety you want;
They are handled carefully, with each bunch of 25 plants labeled to keep them true-to-name and unmixed, and packed skillfully so that they retain for your use the great vitality which nature and proper environment have given them.

We ask for your orders with full confidence that we can please you as we have thousands of others for many years. See sample letters below:

Allen's Plants for 50 Years.

Grand Co., Indiana, March 2, 1949. I have ordered berries from you for about fifty years. Your plants are better every year. I have tested over eighty kinds. I list your best berries for our part of Indiana: 1. Fairfax, 2. Chesapeake, 3. Fairpeake and 4th Senator Dunlap.

A. G. Allen

Allen's Plants 35 Years Ago. Well Pleased.

Union Co., Pa., May 2, 1949. Received plants Thursday, April 28th, in fine condition. Thank you for your prompt attention and good plants. Am well pleased with them. My father, Elmer F. Benfer, Winfield, Pa., bought plants from you about thirty-five years ago and was always well pleased.

John R. Benfer

Set 10,000 Allen Plants—Never Lost One.

Clinton Co., N. Y., April 18, 1949. On March 15th, I ordered my strawberry plants shipped and received them on the 18th of March and they were in fine condition. Could not set them at once so put in cold storage until the 1st day of April when we started to set; finished on the 4th. I ordered 4,000 Premier, 4,000 Catskill, 1,000 Fairfax, 600 Gem and 200 Robinson, which is almost 10,000 plants and never lost a plant which is a record, so wanted to thank you again for your nice plants and prompt service.

Russell Robinson

Allen's Plants Recommended to Neighbors.

Jefferson Co., Ohio, Jan. 1, 1949. The 300 Premier plants I got from you last year are a picture to behold. I never saw more rugged plants nor have I seen so many runners. Am looking forward to a minimum of 300 quarts this spring because by now I know what they will do. I recommend your plants to everyone in this area. Berries are my hobby, so you may never hear the end of me. May you have 60 more years of luscious berry prosperity.

Harry L. Cooper

Fifty-four Years Ago.

Lawrence Co., S. Dak., April 20, 1949. Fifty-four years ago I sent my first order to you and am still at it. (1946—$33.65, 1947—$50.10).

Tom Henwood, Sr.

Likes Truthful Variety Description.

Marion Co., W. Va., Feb. 5, 1949. In regard to the 2,000 strawberry plants that I ordered from you last spring, your plants are really nice plants and they should please anybody. I am looking forward to a big crop of berries this season. I received your spring catalog and like it very much. I like the way you describe the different varieties of plants, giving the bad points as well as the good points. This is a great aid in the selection of different varieties.

Victor H. Martin

STRAWBERRIES PAY

Premier Berries—with which many records for yields and profits have been made.

Strawberries—at the Top as a Money Crop

OUR REASONS:

(1) By the Record. The experience of many years proves that strawberries have been consistently at the top as a money crop.

(2) Increasing Demand:

a. The frosted foods industry has given tremendous impetus to the use of strawberries, where also they are put up in small retail packages as well as large packages for institutions and other large users. As a matter of fact, right now, during the winter of 1949-50, there is an acute shortage of frozen strawberries, which makes 1950 and 1951 look awfully good for the grower from a marketing standpoint.

b. Although commercial processing and freezing generally follows the season of the large producing areas, frozen food lockers and home freezers are providing an increasingly large outlet for berries in all sections as the berry season comes along. Many people who used to buy a quart or two daily for home use now buy a crate or two sometime during the season, to freeze.

c. In recent years commercial processing plants have provided a market for much larger quantities of berries than formerly. Commercial preserving and canning for small package retail trade and large package trade for institutions of various kinds were among the first developments.

d. The cold pack process where the berries were frozen and held all year for processors as well as for ice cream manufacturers and other big users helped increase the demand for berries by spreading the use of them over the whole year.

(3) Increasing Population. More people, the equal of two or three large cities, are added to this country's consuming population each year. These folks, unless they are different from all their ancestors, will want some strawberries.

(4) Over-Supply Unlikely. With annual crops a very profitable season can mean a flood of production the following year. This can't happen with strawberries because planting must be done at least fifteen to sixteen months ahead of fruiting. Furthermore, big acreages are something of a gamble because they do require a fairly large amount of hand labor per acre.

(5) Big Profits. The possible margin of profit in raising strawberries when growing and marketing conditions are both favorable is very large. Figure it out for yourself. Under good conditions yields of 5,000 quarts or more per acre are not unusual. A selling price of 25c to 40c per quart whosesale or 35c to 50c per quart retail has not been above the average for good berries for several years. These figures can be reduced considerably by unfavorable factors and still leave a fair margin of profit. We have supporting evidence: "Your strawberries, especially Fairfax, pay better for the space, the care and the time spent than any other crop." Mrs. Geo. F. Bergeron, Hampden Co., Mass., Jan. 24, 1949.

Our Suggestions to help keep strawberries at the top as a money crop.

- **Use some of your best land.**
- **Get good plants to start with.**
- **Select the best varieties most suitable for your locality and plan of marketing.**
- **Identify your berries with some kind of a label if they are good.**
- **For home or local sales advertise in local papers and local radio station.**
- **Have some berries every year. As "Pop" used to tell us, You can't make any money on high price berries unless you have some to sell.**
- **Don't grow too many. One or two acres or even one-fourth acre, well cared for will be more profitable than twice the acreage neglected.**
- **Grow good berries. Market reports show a wide difference in selling price of best berries and the poorest on the same day. For instance, on June 20, 1949, in New York City, the poorest berries brought as low as ten cents per quart, and the best as high as seventy-five cents per quart. This is an extreme case, of course, but not an isolated case. It happened again on June 23, 1949. Grow Good Berries!**

PICKING THE WINNERS

Early
Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 33 straight years since its introduction. Very productive, profitable, and popular in all Northern and Middle States. Allen's Premier—an amazingly vigorous strain!

Fairfax

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South. Where quality tells, Fairfax sells!

Midland

Outstanding New Early Berry Plants equal Premier in productiveness. Berries larger, firmer better quality than Premier. One of the best for freezing. Midland weakness—makes too few plants. **Blakemore,** light and quite tart, is a fine early shipping berry adapted chiefly from Maryland South. Blakemore is the great southern shipping berry.

Midseason
Catskill

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive. Excellent for freezing. Catskill weakness, less vigorous than formerly. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe.

Temple

First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. **Big Joe,** a fine old variety. Still good but giving way to newer, more productive kinds. **Sparkle** and **Robinson** proving themselves in certain sections in the North and Middle West.

Late
Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

Fairpeake

Highest quality—as good as Fairfax. Berries large, firm, beautiful. Rather shy plant-maker. Worthy of its noted parents—**Chesapeake** and **Fairfax.**

Very Late
Redstar

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds. Some fasciation detracts.

Everbearing
Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop. **Superfection** most vigorous everbearer. Production, light, pretty color-may surpass Gem.

Mastadon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use or market. A good spring cropper in addition to summer and fall berries. **Streamliner,** larger berries, attractive, good quality. One of best everbearers.

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STRAWBERRY GARDENS

To pick luscious red strawberries from your own beds is one of the major garden thrills for many of those who are garden-minded. It is a thrill which should be more widely shared as it is so easy to accomplish, anywhere. Suitable varieties of strawberries will thrive in every state in the union and any good garden soil will produce berries abundantly.

It doesn't require much land. One hundred plants (100-150 feet of row) will generally produce enough berries for a small family to enjoy throughout the season. Larger plots will yield plenty for canning, preserving, freezing and some to sell or give to your friends.

Beautiful Blossom-time!

Newaygo Co., Mich., Oct. 17, 1949.

I bought 200 strawberry plants from you last spring, set them out on April 16th, 1949, and this picture was taken July 20, 1949. That is myself (80 years young) in the patch. They are Premier, Fairfax, Catskill and Redstar. Are they lovely now?

Ferd C. Cleland

From the standpoint of health, a strawberry garden is well worthwhile. The work is light, easy, and out of doors. Old folks and young folks can help with the work without injury to themselves and with great benefit to the family diet and budget.

There is another health help too. Strawberries provide probably the best source of vitamin C, a vitamin which can not be stored in the body. Strawberries contain per unit of weight nearly twice as much vitamin C as oranges and grapefruit, from two to four times as much as ripe tomatoes. With frozen food locker or home freezing unit "fresh" strawberries can be enjoyed and provide a delightful and continuing source of vitamin C.

But you don't eat strawberries simply because they are healthful and good for you. You eat them because the berries are good to taste and you enjoy them—fresh from the vines, sugared down, preserved, canned or frozen. And then there is strawberry short cake, one of the most appealing and popular of all desserts.

Every family should have a strawberry garden, whether sponsored by father, mother, grandpa or one of the children. Nothing in the garden will yield so much in health, pleasure and profit for so little in time, money and effort. Order your plants now. With early to late varieties the season can be stretched over several weeks. With everbearers, fresh strawberries can be enjoyed throughout late summer and fall.

If you doubt that it will pay to have your own strawberry garden just remember what you have paid for good strawberries during the last few years.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

GARDEN PROFITS

There's no doubt about it, for extra money for the house, spending money for the children, as a real cash crop in which all the family can help, strawberries stand at the top. Everybody likes strawberries and no crop is easier to sell. To emphasize the appeal that strawberries have for the buyer notice in your favorite magazine how strawberries are used for eye-appeal in advertisements for breakfast foods and various other food products. They are easy to sell. Just let it be known through an ad in your local paper, a short notice on the radio station, a sign on the road and in some cases just mention the fact over your party line.

Nassau Co., N. Y., June 30, 1949. I am enclosing herewith a picture of a strawberry from my patch, your plants of course. This is the largest strawberry I have ever seen in my life. It weighs one ounce plus.

T. H. Batcheller

Let's Listen . . . to these folks who have had both pleasure and profit from their berry gardens:

Broome Co., N. Y., March 26, 1949. Our home garden has always been a great delight, thanks to your strawberries.

LeRoy MacLeod

Baltimore Co., Md., March 21, 1949. Please send me 300 everbearing strawberry plants. I left the selection to you last year and had beautiful berries from July on. Kept them back until sometime in June; had them in November.

Mrs. H. G. Pocock

Hillsboro Co., N. H., Feb. 7, 1949. Three years ago this May you sent me 200 strawberry plants—100 Premier and 100 Catskill. The following year we picked 250 quarts of beautiful berries. Need I say more? Enclosed find order for Midland. I am anxious to try them for quality and commercial use.

Avon C. Chisholm

Fairfield Co., Ohio, March 9, 1949. In 1947 I bought 300 Premier and 200 Catskill from you and everybody said it was the nicest patch they ever saw. In 1948 I picked 800 saleable quarts.

Fred H. Miller

Marlboro Co., S. C., March 5, 1949. I want to thank you for the 500 fine Fairfax plants you sent me a short time ago. Every one lived and they are full of blossoms and green berries.

Mrs. A. F. Fowler

Preston Co., W. Va., May 9, 1949. Enclosed please find check for $7.88 for 400 Premier strawberry plants. Year before last I ordered 400 of these plants and last year we picked some of the nicest berries we ever saw. We sold well over $100.00 worth of berries and had all we wanted for ourselves.

Eugene White

Ingham Co., Mich., May 5, 1949. We bought plants from your Company twice and were more than pleased. From two hundred plants the first bearing year we picked more than two hundred quarts. And such berries—they were super!

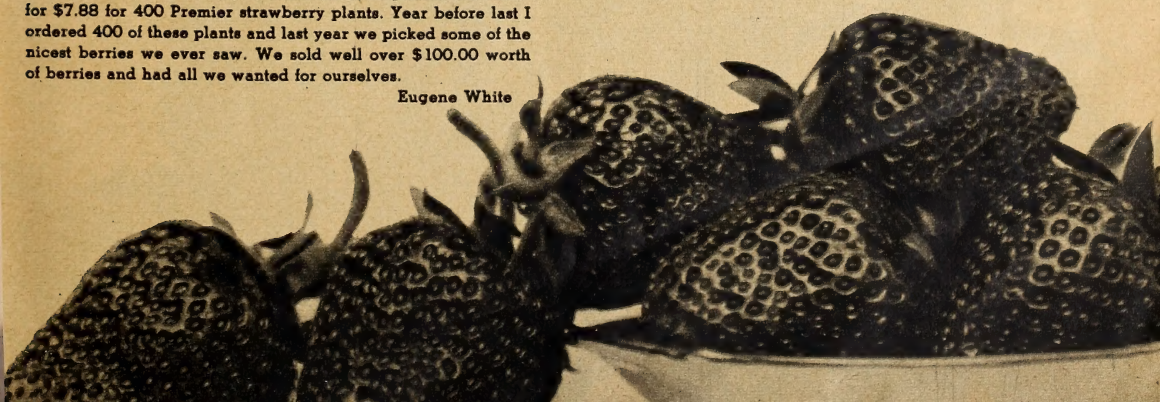
Mrs. H. A. Carnshaw

Crawford Co., Penna., Feb. 26, 1949. In 1947 we bought 500 Fairfax from you and never saw such wonderful berries. The berries were big and beautiful and the quality was grand. We sold them on the market and people came back for them once they tried them. We got a higher price for them than any of our other berries. Can't say enough for the Fairfax berry.

Ray Benchat

Bucks Co., Penna., June 13, 1949. On March 2, 1948, I purchased from you 1,000 Fairfax strawberry plants. The plants arrived in A-1 condition and we had a wonderful looking strawberry bed. We have kept a record. The total was 830 boxes picked and for these we received $375.00. We started to sell them for 60c a box right from the house, and finished by letting the people pick the berries themselves for 20c a box. We find the Fairfax to be tops.

Walter Molden



PREMIER

Frost Proof *Sure Crops* *Big Crops*

For many years Premier has been the most popular and most widely planted variety of strawberries over a wide area. The Premier territory includes Canada and all the northern states from Minnesota to Maine. It extends down through the middle states as far south as Virginia and the higher altitudes of North Carolina and Tennessee—westward across the Mississippi Valley.

You can make no mistake in selecting Premier as one of your varieties if you live anywhere in that area, generally the northeastern one-fourth of the whole United States. Other varieties are grown and are popular but Premier is the leader by a wide margin.

The U. S. D. A. and various State Experiment Stations have developed thousands of new strawberry seedlings, produced by scientific cross-breeding, within the last few years. Many of these seedlings have been selected for introduction. All of the best of these new introductions have Premier either as a parent or a grandparent. "Premier blood" still dominates the strawberry situation far beyond the limits of the regular Premier territory. For example, all of the following varieties are either one-half or one-fourth Premier: Catskill, Fairfax, Midland, Blakemore, Dorsett, Fairpeake, Redstar, Sparkle, Temple, Tennessee Beauty, Tennessee Shipper and probably Robinson. It is a fact that most of the records for big profits and heavy yields for the last thirty-three years have been made with Premier, which has not missed a crop during that time.

Some other varieties are said to be frost resistant. On the record only Premier is entitled to be called frost proof. Other characteristics which have enabled Premier to gain and maintain this leadership for so long:

PLANT GROWTH. No variety has a healthier plant growth than Premier; others are more vigorous but none more free from disease.

PRODUCTIVENESS. Premier plants are extremely productive, ranking at the very top with others like Catskill, Sparkle, Midland, etc.

SIZE. Premier berries are medium to large in size, not as large as Midland or Catskill, but larger than Sparkle, Tennessee Shipper and Tennessee Beauty. Premier sets so many berries that it is very difficult to mature them all to a good size. This is especially true in very dry seasons.

FIRMNESS. The berries are firm enough for local markets and for shipping moderate distances, say as much as two or three hundred miles over-night by truck. Shippers have learned that Premier does not hold up well when shipped in refrigerator cars.

Plant Premier to Pyramid Your Profits

ATTRACTIVENESS. Premier berries are very attractive when grown under good conditions. They are much brighter and cleaner when mulched. Premier berries "hug the ground" so closely that in dry seasons they are likely to get dusty and in wet seasons dirty and to rot if the plant beds have been left too thick.

QUALITY. Premier berries are very good in quality but are not as good as Fairfax, Fairpeake or Midland. In the northern states, where most of the Premier berries are grown, they are larger, firmer, better in quality and more attractive than when grown in the southern part of the Premier territory.

All champions have their short-comings. Various other varieties are better than Premier in some one particular, but Premier is so good in all ways that it still rates as the Number One berry. There have been some reports that Premier does not make enough plants for a good fruiting row unless conditions are just right. We believe this can be largely overcome with our strain of Premier plants. For many years we have been setting the very strongest plants from over twenty-five acres of Premier grown each year. For the last several years we have had no trouble in getting good beds of Premier that have made almost as many plants as Blakemore, Temple, Sparkle and others usually considered very free plant makers. With Premier plants from this stock you should have no trouble in filling out your rows satisfactorily. For heavy yields, for good profits and for sure crops this stock of Premier plants is right for you. Price list, page 31.

Hillsboro Co., N. H., March 7, 1949. Have tried other plants from different growers but there are none that have come up to your Premier or Howard 17. They were wonderful. **Silas S. McCann**

Knox Co., Ohio, March 25, 1949. The 3,000 Premier plants we received from you last year are the finest we have ever had. **J. C. Adair**

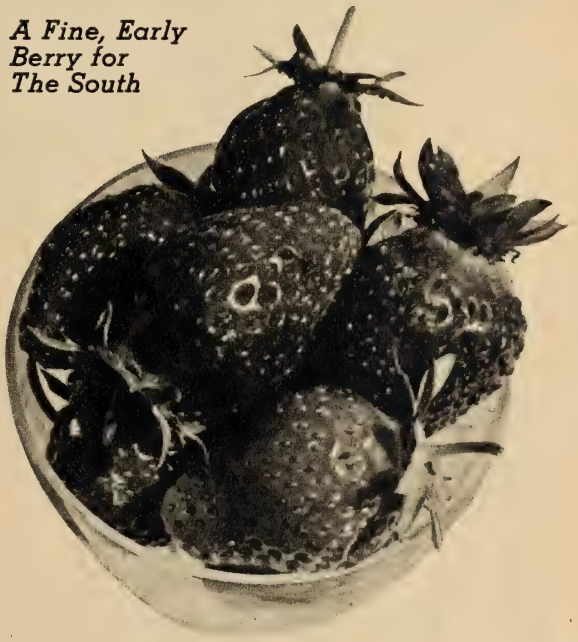
Adams Co., Penna., March 21, 1949. Your Premier strawberries that I raise beat anything around York and Adams Counties in Pennsylvania. Everyone says they are the nicest berries that they see offered for sale. We can't supply the demand so we are gradually expanding our acreage.

John A. Hinkle

Henry Co., Va., Feb. 25, 1949. You have several enthusiastic boosters who recommend your Premier plants for our section of the state. The soil here is a red clay laom, fairly heavy and slightly acid. Your Premier plants thrive and produce very well.

Nelson R. Scott

A Fine, Early Berry for The South



DORSETT Equalled in quality only by Fairfax and Fairpeake. At its best, Dorsett is just as good as Premier in plant growth, productiveness and in size and firmness of the berries. It is superior to Premier in beauty and attractiveness as well as quality.

But the weakness of Dorsett restricts its usefulness. Dorsett is susceptible to frost injury, so cold frosty sights must be avoided. Dorsett is a weak pollenizer, so keep rows reasonably thin to make pollination easier. For the same reason do not over fertilize Dorsett. Furthermore, Dorsett seems to have been weakened in vigor and plant growth by a virus disease which, experts tell us, is also reducing the vigor and productivity of Catskill and some of the other major varieties. We are using plain talk here which we hope will not run you away from Dorsett if you can grow it. Dorsett is a real money maker for those who have the conditions and the "know how" to make it do its best. Growers who like Dorsett will be glad to know that our plants of this variety this year are the strongest and most vigorous of any Dorsett plants we have had for several seasons. Price list, page 31.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

SUWANNEE **(Missionary x Premier.)** This new berry was originated by the U. S. D. A. It is very early, a very free grower and has very fine quality. It is considered the best home garden berry the southern states have ever had and there have been good reports from Suwannee from as far north as New York State. We like it so well that we planted two acres this year for fruiting purposes. The berries are rather long and pointed, fairly light and very attractive. The cap or hull generally stands up from the berry leaving a smooth neck as shown in the picture. Suwannee is worth trying in the middle states and should not be left out of any southern berry garden. Price list, page 31.

HOWARD No. 17 Same as Premier. This variety was first introduced as Howard No. 17. It is still known and grown as Howard No. 17 in New England and a few other areas. Call it Premier or call it Howard No. 17, it is still the safest berry to plant.

"If there is anything tastier than Fairfax it must grow in the celestial regions"—S. E. Hurdle, Warren Co., Ohio.

In the language of teen agers, Fairfax quality is "out of this world." Since its introduction in 1933 Fairfax has set a new standard in quality. For sheer eating enjoyment only Fairpeake and Dorsett can rival Fairfax.

This superb quality explains why we receive more enthusiastic letters about Fairfax from the thousands to whom we sell plants than about any other variety. This in spite of the fact that we sell many more plants of both Premier and Catskill than we do of Fairfax.

For the home garden Fairfax is a MUST berry!

For the roadside markets Fairfax is the most popular berry in the country.

Wherever the consumer can buy berries by name Fairfax is the most popular and will bring the highest prices.

Fairfax is well adapted throughout most of the Premier territory (see page 8), being at its best a little farther south and not quite so far north as Premier.

You've never tasted the best if you've never tasted Fairfax! While it is true that the superb quality of Fairfax is what sets it apart, nevertheless the variety is good in many other ways. The plant growth is somewhat more vigorous than Premier, usually making fewer plants but larger, stronger ones. In fact Fairfax foliage is so healthy and vigorous that more than any other variety it is used for border plantings, the chief aim of which is decoration. The fact that blossoms are very large, almost as large as small roses, also helps make Fairfax the favorite where beauty of plant growth is the aim. The plants are very productive—not quite as heavy bearers as Premier, Catskill and Midland, but yields of 5,000 quarts per acre are not unusual. The ripening season is early in Maryland, becoming mid-season in New York and New England. Fairfax berries are beauties, resembling Chesapeake when first picked, becoming dark, almost purple when held several days. This dark color is sometimes good, sometimes bad. "Give me more of those big, dark Fairfax berries," say the retail buyers. On the other hand, when picking is not done thoroughly, the older berries will remain solid, though very dark, for several days. These, at the next picking, are mixed with the brighter, newly ripened fruit and sometimes present a somewhat mottled appearance. When picked properly Fairfax berries rank high in beauty.

Few varieties have berries as firm as Fairfax. They will keep just as long as Blakemore, the great southern shipping berry. But unlike Blakemore they turn dark after being kept several days.

Fairfax berries are excellent for freezing. For home freezing where the quality is appreciated and the dark color no objection they rank near the top. For commercial freezing Fairfax are not popular in large packages where they frequently go into ice cream or some other kind of processing, but in the small retail package the dark color of Fairfax becomes a mark of quality wherever that variety is used.

As a profit maker for commercial plantings Fairfax ranks high. As a home garden and roadside market berry Fairfax is first. Price list, page 31.

Friends of Fairfax say . . .

Whiteside Co., Ill., Mar. 5, 1949. I am enclosing an order with this for some more Fairfax berry plants. You, no doubt, have received orders from friends of mine for this same berry plant. They are good enough to talk about. Some of my friends have sampled my berries and they are fine.
Dick W. Bos

Marion Co., Ind., Feb. 15, 1949. On our first bearing of last Fairfax plants I purchased from you we had 105 quarts of jumbo size beautiful berries.
Mrs. J. A. Gilson

Harrison Co., Ohio, March 17, 1949. I have been getting my berry plants from you for sometime and find you to be an honest firm and I have confidence in you. I always have more orders for Fairfax berries than I can possibly fill.
Oval Richter

McKean Co., Penna., March 21, 1949. From 50 Fairfax plants I ordered from you about two years ago, the first year I picked over 100 quarts. They bore early and late. Wonderful!
John Little

MISSIONARY Leading berry in Florida and popular in other southern states. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" man. Price list, page 31.

SENATOR DUNLAP A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through, and of good quality. One of the best for canning. The hardiness of Dunlap plants makes the variety a favorite where the cold winters injure weaker kinds. Canada, Maine, Iowa, Minnesota are among the places where Dunlap is appreciated. We have some good plants but the supply is rather limited. Price list, page 31.

KLONMORE Strictly a berry for a part of the south—the lower part of the Gulf states, Florida, and the Eastern coast area of Georgia. A cross of Klondyke and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated Klonmore is much better in quality and is said to be more productive than Blakemore, Klondyke or Missionary. Perhaps a southern shipping berry of high quality will result in greater consumption and better prices for southern berry growers. It is worth trying in the region indicated. Price list, page 31.

TENNESSEE SHIPPER

Originated at the Tennessee Experiment Station a few years ago, it is a cross of Missionary and Blakemore, the plants making an ample fruit bed with a very vigorous growth, setting less plants but larger stronger ones than Blakemore. The plants are quite productive and berries very attractive. Tennessee Shipper is probably the firmest variety grown and the berries rate high for commercial freezing and processing. In Tennessee and Kentucky it is making a great record and is well worth trying in regions where Blakemore is widely grown. Reports indicate that with some growers it is replacing Blakemore. We like it so well here in Maryland that we have planted two acres for fruiting in addition to our plant stock. Tennessee Shipper is a variety patented by the University of Tennessee. We can sell you Tennessee Shipper plants with the understanding that you may grow all you choose for your own use but not for sale to others. Price list, page 31.

A U.S.D.A. seedling released in 1941. It makes a vigorous growth, berries are firm, light, similar to Blakemore in appearance, but larger and of much better quality. Maytime is the earliest of all varieties and where tried has generally done well in the middle states from the Atlantic Seaboard as far west as Missouri. Well worth trying. Price list, page 31.

MAYTIME

MIDLAND

Is Midland the best strawberry in the world? We would say "Yes", if it made plants a little more freely. Where a good fruiting row is made Midland ranks with the best in practically every way. In productiveness Midland ranks with Premier, Catskill and Sparkle. In size Midland berries average just as large as Catskill, Robinson, Chesapeake and the other big ones. In firmness Midland ranks with Blakemore and Missionary, the great southern shipping berries. In beauty Midland ranks high. The berries are very attractive, darker than Premier, lighter than Fairfax, with a glossy skin. Occasional slightly green tips detract very little. In quality Midland is near the top. We think Fairfax and Fairpeake are slightly better. Many of our customers disagree with us on this point. They say Midland berries, though slightly different in taste and flavor, are just as good as Fairfax. For freezing, tests made by the Maryland Station and other places show Midland to be one of the best of all varieties for commercial and home freezing.

If stocks of Midland can be selected which will make plants freely then we will hail Midland as the only variety yet known which has any chance of replacing Premier to a large extent.

If you try Midland this year, and you should, don't get too many, but give them your best land and all the "petting" you can spare. It is a wonderful berry if you can grow it. Price list, page 31.

MIDLAND NEWS
— Second Edition —

To save space we are not naming authors of these news items, but they can be had upon request.

Illinois. "If I could only take all the good points of about three varieties and put it into one I would have a perfect berry. Midland comes very near being a perfect berry. I think you will want to put Midland at the top of your list."

Indiana. "I don't think the fact that Midland makes fewer plants is such a drawback. Our Premier were so thick that they were almost a failure last summer. It was dry but the Midland plants bore beautiful big berries. I like their flavor better than Fairfax."

Maryland. "Midland is the best berry I have ever seen. Better yielder than most other berries. Fine for home freezing. Today, February 4th, I am eating some of those berries."

Missouri. "Want to speak a word of commendation for the accuracy and honesty of your catalog. Also want to praise Midland. Have never tasted a better berry; they don't always make enough plants but the plants make many large superlative berries."

New York. "The Midland plants you sent me were such prolific plant makers that I finally gave up trying to keep them thinned. The berries were delicious, raw or frozen. From 50 plants I picked 80 quarts, and then gave up counting."

New York. "My Midland, on ground that wasn't very rich, produced the largest berries that I have ever grown. The buyers and neighbors went wild over them and said they were the largest berries they had ever seen. You have more than a good strain of Midland, because a neighbor got some Midland from another place and they weren't a quarter as good as I got from you."

Pennsylvania. "My plants made wonderful beds of big strong plants and the crop of berries was surprisingly heavy. The Midland were very large and delicious."

BLAKEMORE

Blakemore is grown on more acres than any other strawberry in the world. It leads—North, East, South and West, in total production and total acres planted. Blakemore is the best early shipping berry the southern states have ever had.

Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended for the North.

Performance alone brought Blakemore its great popularity and lightening like spread over the south and lower middle states. In some areas it revived a lagging berry industry. Here are some of the details which have made possible the great record of this berry:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Due to the nature of Blakemore yellowing no one can know for sure that their stock is yellows-free. Comparatively yellows-free and yellows-resistant stocks can be maintained only by careful selection of planting stock and constant rogueing of plants which show traces of yellowing. Our Blakemore plants are yellows-resistant. You have a right to be suspicious of anyone who claims to have yellows-free Blakemore plants.

Southern Growers—All Blakemore Growers—set Blakemore for vigor, productiveness and profit. Protect your profits with Allen's yellows-resistant Blakemore plants. Price list, page 31.

• TEMPLE • SPARKLE • • FAIRLAND •

These three new varieties could well be called Vim, Vigor and Vitality. The robust plant growth and free production of new runners is one of the many things they have in common. They really will grow

In addition to their great vigor the outstanding thing about all three varieties is their resistance to redstele root rot. All of them have a common parent, Aberdeen, which carries this redstele resistance to a very high degree, but is not as good a variety in other respects as **Temple, Sparkle** and **Fairland.** For those sections that are bothered with redstele, one or more of these three varieties could well be the nucleus around which a profitable strawberry industry could be continued or revived.

Productiveness: **Temple, Sparkle** and **Fairland** rank with the best, like Premier, Catskill and Midland. It would be difficult to rate them in productiveness. **Temple** has made some outstanding yields in Maryland, New Jersey and New England. **Sparkle** in New York state and New England has been a heavy producer and in two four-year tests in Massachusetts **Fairland** out-yielded both Premier and Catskill. All are very heavy producers.

Ripening Season: All three come in the mid-season group. However, Temple ripens first, a few days ahead of Fairland, which in turn is a few days ahead of **Sparkle.** All three bear over a long period after ripening season begins, **Sparkle** especially lasting as long as some of the varieties listed as late ripening.

Adaptation: **Temple** and **Fairland** are adapted to nearly all of the Premier territory (see page 8), except that they have not yet proved themselves in far northern areas. **Sparkle** is well adapted to the northern part of the Premier territory but has definitely proved that it is not at its best as far south as Maryland and Virginia. Being very heavy producers all of these varieties need fairly springy, moist soil to size and mature the tremendous crops of fruit; but even on lighter soils there is hardly ever any difficulty in getting a satisfactory fruiting row.

TEMPLE BERRIES
for
Vigor, Productiveness, Red Stele Resistance.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

Description of Berries:

Temple berries average large in size, attractive in appearance (see picture) becoming rather dark on holding. Temple berries are firmer than either Sparkle or Fairland. As a shipping berry in eastern Maryland, Temple has become the most widely grown of all varieties even on soil not infected with redstele. Temple berries are very good in quality, better than Premier and Catskill, not as good as Fairfax and Fairpeake. While Temple has not been well received in limited trials as a freezing berry it has become very popular very quickly as a shipping berry in this section. Price list, page 31.

Sparkle berries are only medium in size even where it is best adapted. When grown as far south as Maryland, Sparkle berries are rather soft. However, in New York State they are firm enough for nearby markets and are rated very high as a freezing berry. Sparkle berries are round, deep red in color clear through the berry, with a shiny sparkling skin which makes them very attractive. We believe no one berry will ever replace Premier, but if further trials establish the hardiness of Sparkle this variety will be grown instead of Premier in many areas where it is best adapted. Every northern berry grower should try Sparkle. Price list, page 31.

Fairland berries have a beautiful bright color, almost as light as Blakemore and darken very little on holding. They are very attractive in the package and are firm enough for shipping moderate distances. In one section of Michigan where a considerable acreage was marketed they were well received by buyers. Fairland berries average larger in size than Sparkle and Blakemore, probably as large as Temple on the average. Fairland is another berry that alert growers should not fail to try. Bear in mind that in two years out of four in the Massachusetts tests cited above, Fairland produced over 10,000 quarts per acre, with an average of over 7,500 quarts per acre for the four years. Price list, page 31.

BIG JOE

A fine old variety that ranks next to the best in all-around value. In some sections, where well adapted, Big Joe could very well be the very best midseason berry. Big Joe makes plenty of plants for a good fruiting row, but usually needs little thinning because individual plants are so big and strong. Big Joe shows no tendency to "run out" and to become weakened by diseases in spite of the fact that it is one of the oldest varieties on our list. Plants are moderately productive of big brilliant red juicy berries. Prominent red to yellow seeds and a big green cap combine to make Big Joe a very showy and attractive berry. Berries are fairly firm, as good shippers as Catskill, and on the local auction market often sell with Chesapeake.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have become badly mixed we find that Big Joe now is also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful. Price list, page 31.

BIG JOE Beauties

Noted for Size and Producti

Very quickly after its introduction in 1932 Catskill spread through all the Premier territory (see page 8) becoming the most popular and widely planted midseason berry. Catskill has many fine qualities, but the productiveness of the plants and the size of the berries are the outstanding traits which have made Catskill so popular.

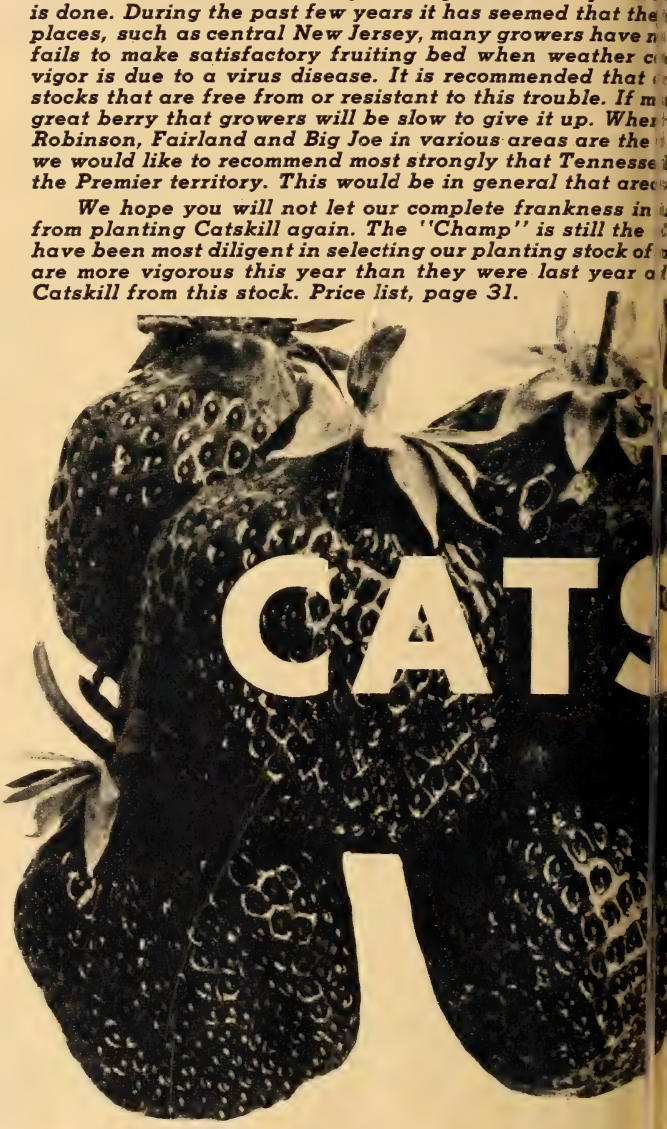
It is difficult to say just which is the most productive of all strawberries, but certainly Catskill would have to be included in any list of the great producers, along with Premier, Midland, Sparkle and others. We have grown more quarts per acre (10,700) here in Maryland with Catskill than with any other variety, early, midseason or late. For years most if not all of the yield records were made with either Catskill or Premier. Some of the newer ones like Temple, Sparkle, Fairland, Tennessee Beauty and Midland, are now producing yields under satisfactory conditions which rival Catskill and Premier.

Large Berries. Catskill not only produces as many quarts per acre as other big producers but the average size of the berries is larger than any of the other heavy producers except Midland. The fine lot of medium size berries which Catskill bears are in addition to the big yield of big berries.

High Quality. Catskill berries are very good in quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They are really good. Catskill berries have been rated very satisfactory when frozen, in fact in one recent test they were rated next to Blakemore by a panel from the National Preservers Association and second out of a list of ten varieties by a panel from the Frozen Food Foundation. It is only fair to state that this list of varieties did not include either Sparkle or Tennessee Beauty, both of which rate high as freezing berries. In recent years the value of strawberries as a source of vitamin C has been brought to the attention of the public very strongly. Also, less strongly, the variation in varieties as sources of Vitamin C. In these Vitamin C values Catskill has stood at the very top, with Sparkle, Fairfax and Premier also rated high.

Plant Growth. *In northern areas the plant growth leaf spot but rarely enough to affect the crop. Normally new runners for a satisfactory fruiting bed. On very rich is done. During the past few years it has seemed that the places, such as central New Jersey, many growers have n fails to make satisfactory fruiting bed when weather c vigor is due to a virus disease. It is recommended that stocks that are free from or resistant to this trouble. If m great berry that growers will be slow to give it up. Whe Robinson, Fairland and Big Joe in various areas are the we would like to recommend most strongly that Tennesse the Premier territory. This would be in general that are*

We hope you will not let our complete frankness in from planting Catskill again. The "Champ" is still the have been most diligent in selecting our planting stock of are more vigorous this year than they were last year a Catskill from this stock. Price list, page 31.



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Firmness. Catskill berries are somewhat more firm than Premier, not as firm as Blakemore and Fairfax. They will stand shipments overnight by truck for two or three hundred miles, if they start in good condition. There is very little trouble in marketing Catskill locally or in nearby markets. In harvesting many fruit crops of Catskill we have found that it stands rain at picking time very well, much better than other varieties which are actually firmer. In rainy seasons Catskill is much less susceptible to rotting than Premier, probably because the berries do not hug the ground so closely.

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CATSKILL COMMENTS

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Aberdeen This variety is no good as far south as Maryland. It is vigorous, healthy grower and very productive of large, light colored attractive berries. But they are of poor quality and very soft—being more subject to sunscald following a shower at picking time than any variety we have grown. In the north where grown on heavy soils and close to market the large size, heavy yielding and attractive appearance of the berries have made Aberdeen a big profit maker for some growers. Aberdeen is very resistant to the redstele disease. Aberdeen has been used to breed improved redstele reistant varieties, notable among which are Temple, Sparkle and Fairland. Price list, page 31.

Pathfinder A seedling of Aberdeen, originated by Dr. J. Harold Clark and introduced several years ago by the New Jersey Station. Pathfinder is a vigorous grower, making large strong plants but not making plants in as great numbers for the last few years as they did formerly. Pathfinder plants are very productive. Pathfinder should be grown from central New Jersey north as a second early midseason variety. On heavy northern soils where it is adapted, Pathfinder berries run medium to large in size, unusually uniform in shape, firm enough for local or nearby market, of good quality and attractive in appearance. Pathfinder is not good in the south or lower middle states. Even in the north where Pathfinder is a volume producer of satisfactory berries we believe that Temple, Sparkle and Fairland would be more profitable. Price list, page 31.

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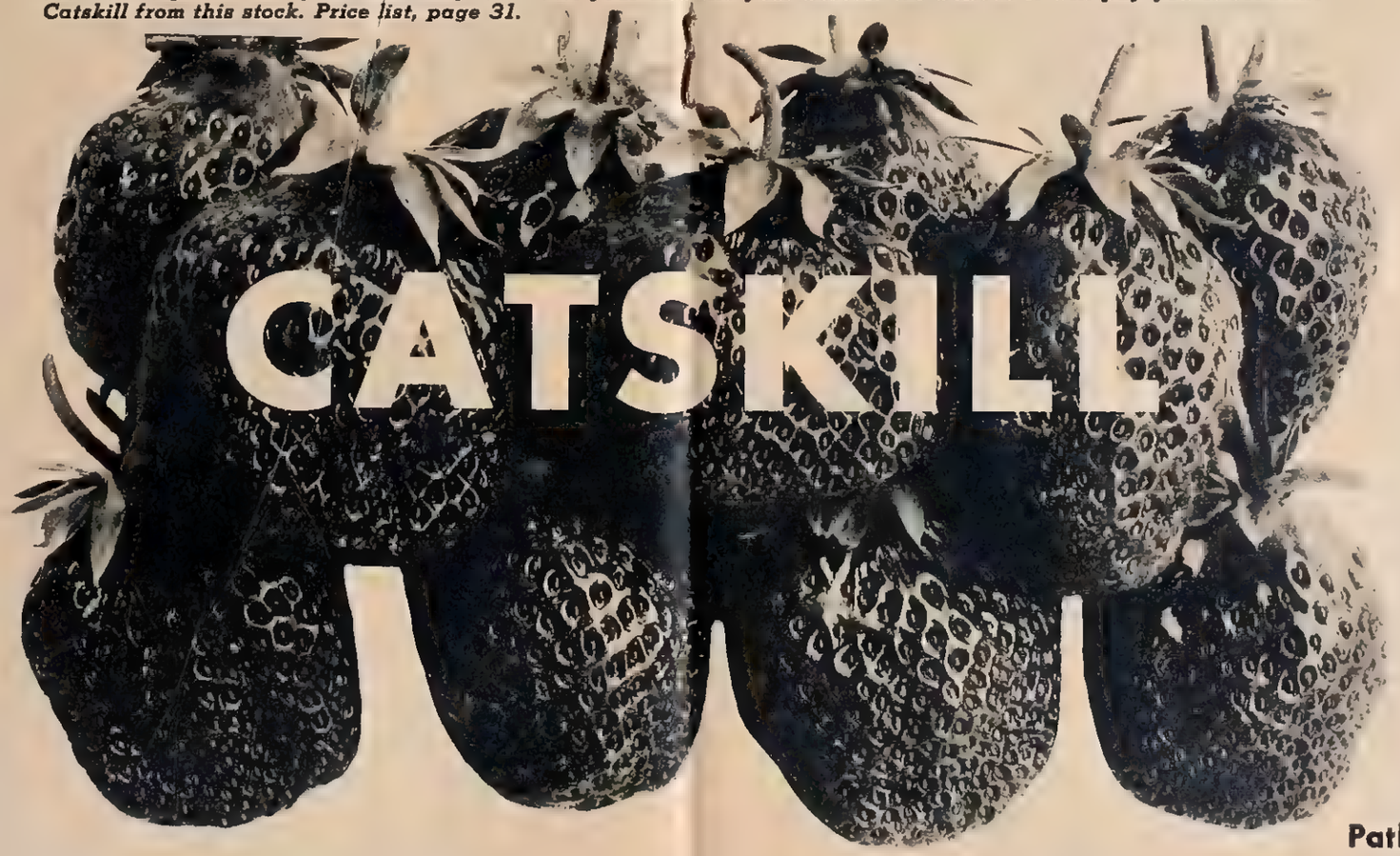
We hope you will not let our complete frankness in discussing the vigor of Catskill plant growth dissuade you from planting Catskill again. The "Champ" is still the "Champ" and Catskill is still the best midseason berry. We have been most diligent in selecting our planting stock of Catskill and we know that on the average our Catskill plants are more vigorous this year than they were last year and the year before. We believe it will pay you to set some Catskill from this stock. Price list, page 31.



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TENNESSEE BEAUTY

A new variety from Tennessee having the same parentage as Blakemore (Premier x Missionary). Tennessee Beauty makes a very vigorous plant growth, almost as vigorous as Blakemore. The plants are very productive. The berries are medium in size, a bright shiny red color, very attractive in appearance and solid enough for a shipping berry. The first and largest berries are generally wedged shape with the larger part of the crop round conic, resembling Blakemore in size, shape and general appearance. Quality is good, but somewhat tart. Like Blakemore, Tennessee Beauty berries retain their light color on holding. We are so much sold on Tennessee Beauty that we have planted several acres for fruiting in addition to our plant stock. We recommend it for all the Blakemore territory (see page 13) as a fine productive late shipping berry to replace Aroma and to continue the season of Blakemore-type berries or to use as a main crop berry to replace Catskill in the lower middle states wherever Catskill is unsatisfactory. Although it begins to ripen a few days earlier than Aroma, Tennessee Beauty bears through the entire late ripening season and in western Kentucky has a five year record of bearing three times the total yield of Aroma.

Tennessee Beauty is a patented variety that we can sell you with the understanding that you can propogate all you want for yourself but not for sale to others. Price list, page 31.

ROBINSON

(Scarlet Beauty—Kardinal King?)

In plant growth Robinson is almost perfect, having extremely healthy foliage and making plenty of new runner plants, under good conditions too many unless thinned. Robinson berries are very large in size, possibly as large as either Catskill or Midland. The berries are very attractive. They have a light red color which does not darken on holding. Most of the berries are quite definitely ridged but the bright color makes the berries show up well in the package and usually sell for top market prices. The dessert quality of Robinson is not very good. Here in Maryland the berries seem to have a tartness without the flavor which makes a tart berry good. However, Robinson has been rated very high in some freezing tests. We must assume from reports that Robinson berries, like Premier, are very much better in quality when grown in the north than when grown in the lower middle states. There are exceptions even here however, as evidenced by the letter of Mr. S. S. Childress of Kanawha County, West Virginia, who wrote us on February 19, 1949, "I believe the Robinson is one of the nicest berries I have ever seen and believe it outbears my Blakemore here in southern West Virgina." From our reports Robinson has not done too well in the eastern states, even in the north, but in the mid-west, starting with West Virginia, through Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota it has generally been a profitable berry, some growers being enthusiastic, others neutral and a few disappointed.

We have a beautiful lot of Robinson plants and believe strawberry growers in the western part of the Premier territory (see page 8), particularly should give it a thorough trial. Apparently it has been a big money maker for some growers. Price list, page 31.

Finest Quality of all late Berries—Just as Good as Fairfax.

FAIRPEAKE

Fairpeake is strictly a quality berry. Some varieties, such as Premier, Catskill, Temple, Sparkle and Tennessee Beauty, are quantity producers mainly. While Fairpeake, like Fairfax, produces the finest quality eating berries in the world, it is not a heavy producer. However, we expect Fairpeake to become much more widely grown after its superb quality becomes more generally known. In our opinion the limiting factor in the use of Fairpeake is that it does not make plants freely except under favorable conditions. The plants that are made are big, healthy and robust but often not enough of them to produce a satisfactory yield. For the first year or two our Fairpeake fields made more plants than Chesapeake. However, our own later results, together with reports from other growers, indicate that it makes no more if as many plants as Chesapeake. This is especially true when compared to the free-growing strain of Chesapeake which we have had for the last few years.

In productiveness Fairpeake is just about the same as Chesapeake, perhaps a little heavier in total crop produced wherever fruiting beds are equal. The berries of Fairpeake will average very large in size, just as large as Chesapeake. *(See picture above.)* Fairpeake berries are very beautiful, not quite as evenly shaped as Chesapeake but just as pretty and with a somewhat more glossy skin. In firmness Fairpeake ranks high. It is firm enough to ship well. However, a berry of such high quality will probably be sold mostly in local or nearby markets where the extra quality will be more quickly recognized and an extra price obtained.

Fairpeake is recommended for about the Premier territory. Its hardiness has not been fully proved but it is okay so far. It blooms so late the blossoms are really "hard to get." Like other late varieties Fairpeake should have a rich moist soil to get a good fruiting row and to bring out its wonderful possibilities.

In home gardens and wherever quality is the first consideration Fairpeake should certainly be tried. Large commercial plantings should be avoided until smaller tests indicate how Fairpeake will behave under your conditions. Wherever Fairpeake fulfills its possibilities plantings will increase without any urging from us. Price list, page 31.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

CHESAPEAKE

The Aristocrat of Strawberries.

The beauty, size, rich color, firmness and attractiveness of Chesapeake berries are so outstanding that Chesapeake has made a host of friends, many of whom still consider it the last word in fancy strawberries. It is interesting to note that Chesapeake is one of the parents of both Fairpeake and Redstar and many of its good qualities have gone into both these newer kinds.

During the years when Chesapeake was the leading fancy shipping berry in eastern Maryland and in many other sections it was generally admitted that Chesapeake was a rather shy plant maker and not too productive except where a good fruiting bed had been made. However, the strain of Chesapeake which we have had for the last several years has made new runner plants much more freely and yields have been better.

Chesapeake is nearly frost-proof because it blooms so late in the season, but in very cold climates it is susceptible to winter injury and should be well mulched before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. In fact the average size of Chesapeake berries compares very favorably with the largest of the newer varieties like Catskill, Midland, Temple and Robinson. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a fancy late shipping berry Chesapeake stands out. Price list, page 31.

AMBROSIA A vigorous late berry widely publicized by Michigan growers a few years ago, but grown by very few of them now. We are keeping Ambrosia on our list because a few growers have reported from western states that it is very good to withstand drought conditions. Growth vigorous, plants productive, large, bright, firm, fairly good in quality. We have a small stock of nice plants. Price list, page 31.

AROMA An old favorite late shipping berry, grown mostly in Arkansas, Tennessee, Missouri and southern parts of Illinois, Indiana and Ohio. Berries large, light in color, attractive, good quality and sell well. Aroma is only moderately productive, not too vigorous. We believe that in most of the area mentioned Tennessee Beauty will prove more productive and profitable. However, we have some good Aroma plants. Price list, page 31.

GANDY An old standard, very late variety. Rank grower, not too productive. Berries large, light color, good quality, but tart, very firm. An excellent shipper. Price list, page 31.

MASSEY A late shipping berry grown mostly in North Carolina to date. Season through, the highest selling berry there. The only firm southern shipping berry we have seen with high quality. Not very productive in Maryland but from reports produces well in North Carolina. Large average size, round, bright green cap. One of the prettiest strawberries grown. Its beauty coupled with firmness and high quality account for the high selling price. Price list, page 31.

LUPTON An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color, very attractive, very firm. Good shipper. Quality very poor, not good enough for gardens, but a moneymaker for many growers who ship their berries.

If you really want Lupton be careful of your source of plants. For years more than half of the fields of "Lupton" on the Eastern Shore of Maryland and Delaware have either been Big Joe or Lupton mixed with Big Joe. We have only a small stock of Lupton plants, but they are really Lupton. Price list, page 31.

REDSTAR

The Best Very Late and the Latest Very Good Strawberry.

Grow more fancy strawberries with the same amount of help. Many days after all other good varieties are through Redstar will still be turning out berries in abundance. The same pickers who picked your earlier berries can keep on picking fine late Redstar. Prices in normal times will be much better because of avoiding local competition with all other varieties.

Redstar plants make a very robust plant growth with plenty of large, strong, deeply rooted plants, and foliage so healthy and green it might well be used as a beautiful ornamental plant. These big plants really turn out big crops. Redstar is most productive for a very late variety; Redstar is a sure cropper because they bloom so late, after frost danger is over.

Redstar berries average large in size, with the largest ones usually broad, sometimes fanshaped. They are very fine in quality, some say close to Fairfax. Numerous reports state that Resdtar is excellent for freezing. The berries are firm enough to stand shipment; they have a very attractive bright red color which does not turn dark on holding. The berries show up very well in the package. They usually bring highest prices because they are not only attractive but because they can be had so far after the regular season of other good varieties.

The most important thing about Redstar is lateness of ripening.

Whether planted in home garden, in small profit plot or large commercial planting, Redstar produces fancy berries to stretch out the season for your enjoyment and profit.

Like many other good varieties Redstar has one important weakness. In some sections and under some conditions which are not entirely clear, Redstar has a tendency to fasciation. In mild cases this causes the broad fan-shaped berries, which are frequently seen on Redstar, with the later berries being of a normal shape. In severe cases the broad flat stem, which accompanies the fan-shape berries, separates into many tiny stems each of which bears a small nearly worthless berry. In most sections Redstar makes a fine contribution to the strawberry industry but where fasciation is serious the value of Redstar is greatly decreased.

"I know Redstar is okay for a late berry," wrote Mr. V. M. Sullivan of Wayne Co., Indiana, on February 9, 1949. But to indicate how important it is for growers to try the newer varieties for themselves we want to quote from two letters received from growers in the state of Virginia. On February 26, 1949, Mr. B. M. Arrington of Washington Co., Virginia, wrote us in part as follows: "I want to advise that Redstar is absolutely worthless for this section. All the other varieties I had were all right." Just six weeks before that, Mr. R. A. Palmer, formerly of Fairfax County, Virginia, but now living in Somerset County, N. J., wrote us the following: "We used your plants in Fairfax County, Virginia, and found Redstar, Midland and Premier all excellent for that section."

Redstar is recommended for all the northern states, as far south as Virginia, and west to Missouri. To grow it at its best, Redstar needs rich, moist land to help size up all those nice late berries. We have a nice lot of Redstar plants. Price list, page 31.

REDSTAR BERRIES

late, pretty, good, valuable.

Everbearing Varieties

Everbearing strawberries make a delightful and useful crop for the home garden. They are quite popular with those who like novelties. Cost of production per quart of berries is usually fairly high, but those who are willing to put out a little extra time and money can have berries out of season and can have them in the late summer and fall of the same year plants are set. "Gem plants purchased from you last year provided us beautiful good berries until freezing weather in November. The other varieties give indication of a good crop this year." Peter F. Remsen, Knox Co., Ohio, March 15, 1949. That's the beauty of everbearers—berries out of season, berries just a few weeks after plants are set.

GEM

In our opinion Gem is the best of all the everbearing varieties if the summer and fall crop only is considered. The new Superfection may prove to be better after further trial. As a spring cropper Gem is very nearly worthless in this section. Where the plants are set early under good conditions Gem makes a vigorous plant growth with plenty of new runners. The plants are smaller but much more productive than Mastodon in this area.

Gem berries are very pretty; they have a fairly uniform shape (see picture) and light bright in color and do not turn dark on holding. The berries are somewhat tart but have a very pleasing flavor. Gem plants will produce berries on new runner plants much more freely than any other everbearer we have seen except possibly Superfection. Reports that we have indicate that in favorably located regions where everbearers are grown as a money crop Gem is gaining on, if it has not already surpassed, Mastodon. If you want to try just one everbearer try Gem, from the middle south to the far north. It is certainly our favorite. Price list, page 31.

MASTODON

This variety makes a very rugged plant growth with much larger, stronger individual plants than Gem and will probably survive and grow under adverse conditions where Gem would fail. Mastodon has probably been grown more widely than any other everbearer in spite of the fact that the summer and fall crop is not as good as Gem. The spring crop is far better than Gem. Mastodon is really a pretty good spring fruiting sort. Most likely in the past some folks who got unsatisfactory fall yields from Mastodon would not condemn it too strongly after seeing the nice spring crop which Mastodon usually produces.

Mastodon berries are not quite as good in quality as Gem and much less attractive in appearance because they are not as uniform in shape and color. The berries have a tendency to ripen unevenly with the underside green after the top has become fully red. Farther north Mastodon is a much more consistent producer of fall berries than it is here in Maryland. Where it is adapted Mastodon frequently produces big crops of nice looking, good quality berries which have given a lot of pleasure in berry yields and have produced good profits for some growers. Price list, page 31.

SUPERFECTION

From early indications this fine new everbearer gives promise of becoming the best of all everbearers. While it has not had the terrific bally-hoo of Streamliner we think it is a better variety. Superfection is by far the most vigorous growing everbearer that we have raised. For the summer and fall crop it fruits almost as persistently as Gem, both on the old and young plants.

The berries are light, bright in color somewhat resembling Gem but not quite as uniform in shape. The size is about the same as Gem, but not quite as good in quality when eaten fresh from the vines. With sugar we doubt that you could detect any difference in quality. As a spring bearing kind we have not had enough experience with Superfection to have made up our minds as to its proper rating. We do not think it makes a good spring crop here, but probably is somewhat better than Gem in that respect. Because of the greater vigor of Superfection it may, in the long run, replace Gem to a considerable extent. In fact, Superfection could almost be called an improved Gem.

The areas where Superfection can be grown successfully have not definitely been worked out by experience, but like most other everbearers it will probably do best in the middle and northern states. We suggest Superfection as being well worthy of trial if you are going to set everbearers at all. We have a very nice stock of this fine new variety. Price list, page 31.

STREAMLINER

Like a good ball player who has been over-praised and over-advertised, Streamliner has a lot to live down and to live up to. We believe Streamliner is a good everbearing variety, but hardly justifies all the extravagant things that have been claimed for it. In the production of summer and fall berries Streamliner is less persistent than Gem and Superfection. The berries are rather round, as dark as Mastodon and when grown under good conditions have a bright shiny appearance. The quality is good—probably just as good as Gem. As grown here they are not as firm as Gem but as everbearers are grown usually for home gardens and local markets, it is probably firm enough to be satisfactory.

Streamliner plant growth is much less vigorous than Superfection. With us it makes fewer plants than Gem. For the spring crop, Streamliner is better than Gem but not as good as Mastodon. It will bear a few very large handsome berries but the quantity has been very disappointing from the reports we have had on it.

All everbearers are more fickle in their growth and production than regular spring fruiting kinds. Any of the four varieties we have listed under certain conditions and in certain years is capable of being the best. We do think that Gem and Mastodon of the older varieties and Superfection and Streamliner of the newer varieties are far ahead of any of the other everbearing kinds. It we had to rate these four we would group Gem and Superfection ahead of Streamliner and Mastodon. We have a limited stock of Streamliner plants. Price list, page 31.

BRUNE'S MARVEL— A WARNING!

We list this variety with some hesitation because we consider it almost absolutely worthless. It is an everbearer making blossoms rather profusely in summer and fall and producing a few berries which are of good quality, even high quality, but are so small and unattractive as to be very undesirable. Brune's Marvel does make plants much more freely than any other everbearing variety, in fact as many plants as any variety we know of, including Blakemore and Missionary.

Brune's Marvel, possibly because it does make plants so freely, has been the means of a tremendous amount of mixture in everbearing variety stocks. The plant growth somewhat resembles Gem so this has made the mixtures much easier to persist. We have had offered to us fields of "Gem" which were really Brune's Marvel; "Gem" from Tennessee has proved to be Brune's Marvel; local sales of "Gem" from one grower to another, even for stock plants, have proved to be Brune's Marvel. A large shipment of "Mastodon" from another southern state proved to be Brune's Marvel. There is in this area this year, 1950, one large field of plants labelled "Streamliner" which are really Brune's Marvel. Other mixtures in everbearers include Gibson or Parson's Beauty for Mastodon, with just enough Mastodon in the lot to show a few blossoms. And as a final illustration we cite our own purchase of 5,000 "Mastodon" from a northern state in 1949. These were nice plants and grew wonderfully but there is not a Mastodon or any kind of everbearer in the lot. If you really want everbearers and the varieties you select, extreme care should be taken in purchasing your plants. We have comparatively small stocks of all the everbearers but the ones that we do have and are offering for sale are true to name.

We are not listing Brune's Marvel in our price list, but if you want a few plants for comparison we will sell them as follows: 25 plants for $1.00; 50 plants for $1.75; and 100 plants for $3.00. You should under no circumstances buy more than 100 plants of this variety.

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1950 will bear their best crop in May or June 1951. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

With fall planting, even if you could get plants that would live and start growing there would be very few runner plants formed in the fall and a very meager crop of berries the following spring. In addition, you would have the trouble and risk of carrying the plants through two winters instead of one—with mulching and other necessary care—before getting a full crop of berries.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance ,whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a high water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April or the first half of May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

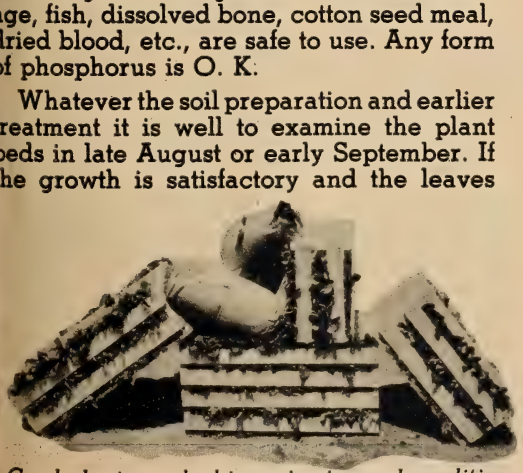
give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.



Good plants packed to arrive in good condition

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. apart	20 "	7,128 "

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed.

Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th, could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good

TOO SHALLOW JUST RIGHT TOO DEEP

which leaves the roots reasonably straight down in the soil, spread some if possible, with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse or tractor drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture).

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.**

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. Blossoms may be left on vigorous plants of Everbearing varieties after July 20.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 degrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added, or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASE may be helpful in identifying the cause and applying the remedy.

Don't fail to set strawberry plants this spring, as early as possible. IN NO OTHER WAY can you get a full crop of berries in late spring or early summer of 1950. We have no plants of any variety to sell for shipment in June July, August, September, and October.

Two-row tractor drawn transplanter used for setting large acreage.

15 pint flat crate—A handy package for displaying and marketing everbearing berries.

GROWING EVERBEARERS

In growing everbearers you don't have to wait very long for results. No other fruit crop can touch everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.

Where Everbearers do well, mostly in the northern states, some growers use them successfully as a money crop. Generally, everbearers are not as certain and sure in their cropping as spring varieties, so before starting out in a fairly big way, try Everbearers in a small way, to see if you have the climate and conditions where they produce berries in satisfactory amounts. Be sure you are right—then go ahead. For profit, it's a good idea to select one of the Everbearers like Mastodon, which makes a pretty good spring crop, even if the fall crop fails.

Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit this year as well as to continue growth.

Set good strong plants on well prepared land and set them early on soil that is retentive of moisture or where water can be applied or conserved by mulch.

Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.

Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.

Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this sytem is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture. We have obtained the highest yields of good berries in regular rows with new runner plants spaced 4-6 inches apart in the bed.

Yields. Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.

COLLECTIONS

All-Star *Time-Saver*

THE BEST TIME-TESTED VARIETIES

Collections A, B, C, D and E include four of the finest varieties ever grown. All four kinds, Premier, Fairfax, Catskill and Redstar, are strong growers, widely adapted and bear bumper crops of big, beautiful, best quality berries. They are what experts would pick after years of study and experience to provide a continuous supply of luscious berries in the family garden all season, from the earliest to the latest. For family garden or small commercial planting, veteran growers, as well as beginners, will do well to choose one of these collections.

PREMIER—the surest cropper of all
FAIRFAX—the finest quality of all
CATSKILL—the bearing-est variety of all
REDSTAR—the latest good berry of all.

Collection A—	**100** plants, **25 each** of the 4 kinds (4 lbs.)	**$ 3.75**
Collection B—	**200** plants, **50 each** of the 4 kinds (8 lbs.)	**6.25**
Collection C—	**400** plants, **100 each** of the 4 kinds (16 lbs.)	**10.50**
Collection D—	**1000** plants, **250 each** of the 4 kinds (35 lbs.)	**21.00**
Collection E—	**2000** plants, **500 each** of the 4 kinds (70 lbs.)	**32.00**

Will they Grow for Me?

The varieties in all our Collections, except X, Y and Z, are well adapted throughout all the northern states and Canada, as well as the middle states as far south as Virginia and Kentucky, and in high altitudes of North Carolina and Tennessee. Westward the area of adaptation includes Illinois, Missouri and all other states bordering on the Mississippi River, east or west.
The varieties in our Collections X, Y and Z do not all have the same adaptation. See individual descriptions for further information about where to grow them.

Beginners can Grow Berries.

It is not necessary that you have previous experience in order to grow a berry garden that you can be proud of. If you have good garden soil, a few dollars for plants and the desire to grow them our common sense methods (pages 24-27) will help you. Don't put it off; try them this year; any of these collections will get you started right. A small collection just for home use, a larger collection for home use and some spending money besides.

ORDERING

Order all collections by name. Coll. A, Coll. B, etc. Prices do not include delivery charges. Add postage figured from tables on page 30. The larger collections will go cheaper by express collect beyond the third zone.

Berries for Freezing.

All the Collections we are offering include some varieties that are especially adapted for freezing. Among the best ones are Midland, Sparkle, Blakemore, Catskill, Premier, Fairfax, Fairpeake, Tennessee Beauty, Tennessee Shipper, Big Joe and Redstar. Remember, however, that any strawberry you have from your home garden or from other sources, are good frozen if they are good fresh. Their fine dessert quality will usually be held even though they may not look as good as the better freezing kinds. Strawberries lose very little of their Vitamin C on quick freezing.

Time Saver COLLECTIONS

BEST NEW GARDEN VARIETIES.

Collections F, G and H are made up of four of the most promising new varieties that have appeared in years.

Midland: Early, large, firm, fine quality—very productive but often fails to make enough plants. Needs good soil—good care.

Temple: Early mid-season variety that has proved to be extremely vigorous and productive. Developed primarily for its resistance to redstele, Temple has proved too valuable a variety to be limited in any way.

Sparkle: A new medium-late variety, originated in New Jersey, which is becoming a favorite in some areas because it, like Temple, makes a very robust, healthy plant growth and is very productive. Sparkle, too, is resistant to redstele and is excellent for freezing.

Fairpeake: Finest quality, the only variety we have as good to eat as Fairfax. Plants moderately productive but often shy plant maker. Pet Fairpeake all you can.

These four fine new varieties cover the season: Midland, early; Temple, mid-season; Sparkle, mid-season to late and Fairpeake, late. These collections are highly recommended for the region indicated for home gardens and commercial plantings where high quality berries are wanted.

Collection F—100 plants,	**25 each** of the 4 kinds (4 lbs.)	**$ 3.90**
Collection G—200 plants,	**50 each** of the 4 kinds (8 lbs.)	**6.50**
Collection H—400 plants,	**100 each** of the 4 kinds (16 lbs.)	**10.75**

Free Growing Varieties

This group includes **Blakemore, Suwannee, Temple, Tennessee Beauty, Sparkle** and **Robinson.** All of these varieties have been outstanding in some areas. All of them at their best are worthy of any grower's attention. All of them make plants very freely and rarely fail to make a good fruiting row even under unfavorable conditions. In these collections we are offering you any four of these six varieties for trial. If you do not specify varieties we will select the four we think most suitable for your locality.

Collection X—100 plants,	**25 each** of the 4 kinds (4 lbs.)	**$ 3.50**
Collection Y—200 plants,	**50 each** of the 4 kinds (8 lbs.)	**6.00**
Collection Z—400 plants,	**100 each** of the 4 kinds (16 lbs.)	**10.00**

DON'T FAIL TO STATE WHICH FOUR VARIETIES YOU WANT, UNLESS YOU PREFER THAT WE MAKE THE SELECTION FOR YOU.

Try Again, Please.

In 1949 we had to send back thousands of orders amounting to hundreds of thousands of plants because we were sold out before the season ended. This year we have a good stock of plants of most varieties but a few of the better ones are still in short supply. We want to fill your order with the varieties you want, so please order early. We will appreciate your business and our plants will work faithfully for you.

EARLY

Early ordering assures you of getting the varieties you want.

Early setting assures you of getting a maximum growth for vigorous producing fruiting beds.

Early decisions to set some plants this spring are proof against disappointment. If neglected now you must wait another whole year, until spring of 1952, before picking a full crop of berries, as late summer and early fall settings are not practical.

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C. O. D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from November 1st to May 15th. See paragraph on page 26 "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER—AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large or if the distance is great.

PARCEL POST. Generally cheapest and most satisfactory for small shipments and larger shipments in nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Postal charges depend upon weight of shipment and postal zone in which you live. From zone guide and rate table below you can estimate postage. Include postage in your remittance, to avoid additional postal charges and delay in delivery on a C. O. D. shipment. Send enough postage as any excess will be returned to you.

RATE TABLE

Zone	*1st Pound*	*Each Additional Pound*
2nd	12 cts.	2 cts.
3rd	13 cts.	3 cts.
4th	14 cts.	4 cts.
5th	15 cts.	6 cts.
6th	16 cts.	7 cts.
7th	17 cts.	9 cts.
8th	18 cts.	11 cts.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

Price List for Fall 1949—Spring 1950

Page	Description Early Varieties	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
13	BLAKEMORE	$ .85	$1.45	$2.30	$4.05	$5.20	$6.15	$7.20	$11.50	$52.50
9	DORSETT	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
10	FAIRFAX	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
9	HOWARD 17	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
11	KLONMORE	.75	1.25	2.00	3.50	4.50	5.00	6.25	10.00	45.00
11	MAYTIME	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
12	MIDLAND	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
11	MISSIONARY	.75	1.25	2.00	3.50	4.50	5.00	6.25	10.00	45.00
8	PREMIER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
11	SEN. DUNLAP	.95	1.55	2.50	4.40	5.65	6.80	7.85	12.50	57.50
9	SUWANNEE	.95	1.55	2.50	4.40	5.65	6.80	7.85	12.50	57.50
11	TENNESSEE SHIPPER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
	Midseason Varieties									
17	ABERDEEN	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
15	BIG JOE	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
16	CATSKILL	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
14	FAIRLAND	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
17	PATHFINDER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
18	ROBINSON	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
14	SPARKLE	1.10	1.80	2.90	5.10	6.55	7.85	9.10	14.50	67.50
14	TEMPLE	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
18	TENNESSEE BEAUTY	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
	Late Varieties									
20	AROMA	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	.....
20	AMBROSIA	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
20	CHESAPEAKE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
19	FAIRPEAKE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
20	GANDY	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
20	LUPTON	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
20	MASSEY	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
21	REDSTAR	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
	Everbearing Varieties									
22	GEM	1.90	3.15	5.00	8.75	11.25	13.50	15.65	25.00	120.00
22	MASTODON	1.90	3.15	5.00	8.75	11.25	13.50	15.65	25.00	.....
23	STREAMLINER	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....
23	SUPERFECTION	2.65	4.40	7.00	12.25	15.75	18.90	21.90	35.00	.....

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f. o. b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

Tennessee Shipper and Tennessee Beauty plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

CATSKILL

Best Midseason Berry

Productive – Profitable

W·F·ALLEN Company

SALISBURY

MARYLAND

FAIRFAX

Finest Quality

Strawberry

Grown